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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BAE1044 – ENGLISH FOR BUSINESS COMMUNICATION
(All sections / Groups)

1 JUNE 2018
3.00 p.m - 5.00 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of 5 pages with **3 sections** only.
2. Attempt **ALL** questions.
3. Please write all your answers in the Answer Booklet provided.

SECTION A: COMMUNICATING AT WORK [20 MARKS]

Instructions: Read and understand the TWO case studies below and apply your knowledge to answer the following questions. All answers must be written in **complete sentences** and **necessary explanation** provided wherever required.

CASE STUDY 1

Hallmark Private Limited strives its very best to deliver all current news, latest developments and necessary information efficiently and effectively, and uses every possible tool to maintain an open communication climate with the employees.

The formal channel of communication at Hallmark involves:

- *Eye*, a professionally designed and published daily newsletter meant to foster sense of belonging and community among staff. It generally contains goodwill messages (birthdays, anniversaries etc.), motivational quotes, health tips along with company products and finances.
- *Dispatch*, a channel mainly meant to distribute first-hand information to managers as and when needed.
- *Express*, a regular face-to-face meetings and forums with the CEO, Irvine Hockday and 50 employees randomly selected from all departments. These meetings have no predetermined agenda, and participants can freely engage in a dialogue session with the President and the CEO.
- *Corporate Town Hall*, sessions organised every quarter of a year with predetermined agenda items where the CEO and the President addresses 400 employees for 90 minutes. Hockday talks about specific company issue for the first 30 minutes, and then he opens the floor for discussion for the next one hour.

The other channel of communication also occurs throughout the organisation when people chat face-to-face in the cafeteria or office pantry and exchange information through telephone, memos or emails.

- a) As communication manager of Hallmark, you are required to observe and maintain Hallmark's open communication climate. Identify and explain any **THREE** formal channels of communication you would choose to communicate with the employees on the company's medical insurance plan which has substantially changed from last year.

(3 marks)

- b) Another manager asks for your help. Her team is responsible for shipping products which has fallen behind schedule as her team members are not giving their best. She wants you to suggest and explain **THREE** suitable, ethical and effective approaches for improving performance in her department.

(3 marks)

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- c) A rumour starts brewing that a major product line will cease to operate, and the workers in those department will be laid off. You know that it is just a false rumour. Identify and explain TWO immediate course of action you should take?
(2 marks)

- d) Hallmark has developed a new software and the development team wants employees to test, try out and provide feedback or suggestions for any improvements. Suggest and explain any TWO ways for the development team to get feedback from fellow employees.
(2 marks)

CASE STUDY 2

As soon as some participants started settling in their seats in the conference room, the chairperson, Martin, started the meeting at 2.15 p.m. instead of 2.00 p.m. as some members arrived slightly late. Looking around, Martin noticed a few unfamiliar faces around the table, and he had been informed that they were representing their colleagues. He proceeded with the meeting despite slightly more than one third of the members were unable to attend due to various commitment. Neither the secretary nor the chairperson had received prior notification on the unavailability. Hence, the names of those members who were unable to attend the meeting could not be accounted or stated in the meeting. Martin was about to call for the meeting to commence when he was interrupted by Alex who declared that he was not certain of the purpose of the meeting as he had not received the agenda. Siti, the secretary, uneasily told the members present that she was on a holiday overseas and had no access to the Internet. Consequently, she was not able to send out the agenda together with the minutes prior to the meeting. She immediately projected the agenda, which Martin read out and then gave members some time to read the minutes, which the secretary had distributed. Once everyone had read the minutes, Martin adjourned to the matters arising and requested members to respond or report on the pending matters. Of the five matters arising, two remained pending as the representatives were neither informed or briefed to present their reports prior to the meeting. Had they received the minutes earlier, they would have been able to take appropriate actions. Martin reminded Siti to note them for the following month's meeting and proceed with the agenda.

Martin started with the first agenda on company manpower planning and requested Mary who was representing her boss to present the report. Mary merely read the report without much elaboration before Martin opened the floor for comments and discussion. Few members questioned on the planning and commented on specific areas of the plan. Martin, decided to proceed with the second agenda item as they were coming to a deadlock with Mary repeatedly making excuses about not being familiar with the details of the plan and taking all queries raised in the meeting to her boss.

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Martin next called on Abdullah to report on the company's performance. The discussion that followed soon become heated as Alice and Alex questioned Abdullah on the incomplete report. They kept attacking and criticising without giving Abdullah any room to respond nor other members to query further. The two of them dominated the discussion, and other members too had little room to interject or comment. The meeting got a little out of control when temper flared until Martin had to adjourn the meeting.

Based on the scenario above, if you were the chairperson of meeting, identify and explain FIVE actions that you would take to improve the proceedings of the meeting.

(10 marks)

SECTION B: INTERPRETATION OF NON-LINEAR TEXTS [15 MARKS]

Instructions: Based on the information below, write the **Result**, **Conclusion** and **Recommendation** sections of a formal report in about 250 to 300 words.

A nationwide survey was conducted to examine the entrepreneurial activities in Malaysia. The respondents of the survey included those who just started an entrepreneurial activity and those who have established business.

Below are the key findings of the survey that shows the Early-Stage Entrepreneurial Activity and Established Business activity.

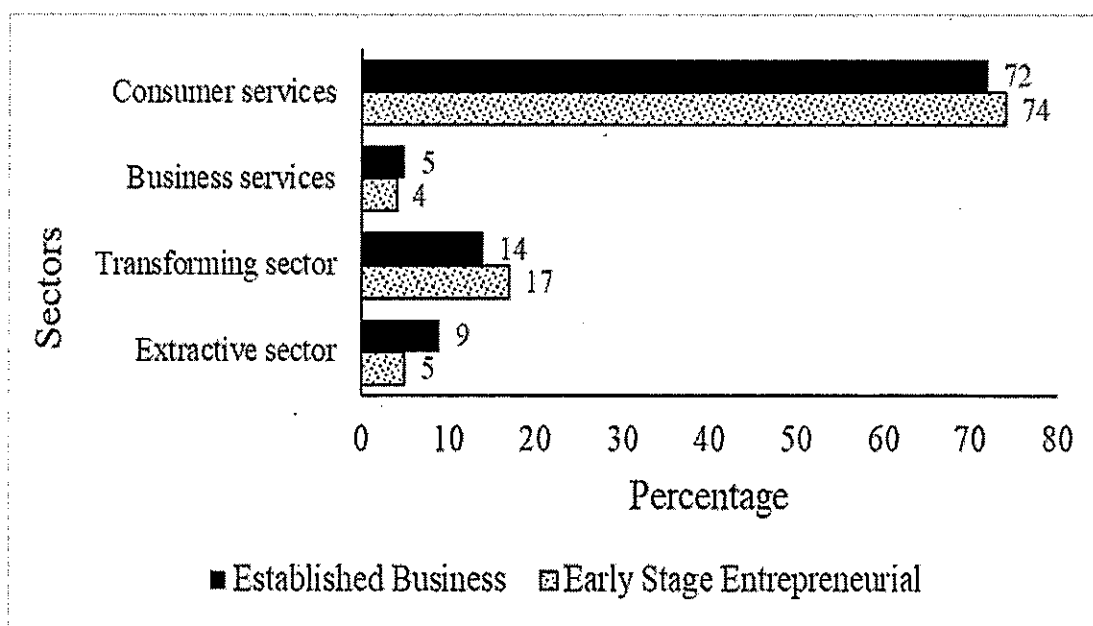


Figure 1: Sector Distribution of Early Stage Entrepreneurial Activity and Established Business

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Examples of business activities within each sector:

- a) Extractive sectors: Agriculture, forestry, fishing and mining
- b) Transforming sectors: Construction, manufacturing, transportation, communication, utilities and wholesale
- c) Business services: Finance, insurance, real estate and all business services
- d) Consumer services: Retail, motor vehicles, lodging, restaurants, personal services, health, education and social services, recreational services

Table 1: Response of Early Stage Entrepreneurial Activity and Established Business

Items	Early Stage Entrepreneurial Activity (%)	Established Business (%)
Starting a business is more difficult	53	47
Growing a business is more difficult	50	50
Fewer opportunities	48	52

Table 2: Financial Support for New and Growing Firms by Government

	Agree (%)	Disagree (%)
There is sufficient equity funding available for new and growing firms.	71	29
There are sufficient government subsidies available for new and growing firms.	82	18
There is sufficient funding available from private individuals (other than founders) for new and growing firms.	54	46
There is sufficient venture capitalist funding available for new and growing firms.	15	85
There is sufficient funding available through initial public offerings (IPOs) for new and growing firms.	77	23

(15 marks)

Continued...

SECTION C: WRITTEN COMMUNICATION [15 MARKS]

Instructions: Write a letter of about 250 words based on the situation below.

As a freelance business researcher, you often deal with massive files that can take forever to transfer or download at 8Mbps with Telekom Malaysia's (TM) broadband service. You believe that a UniFi PRO plan connection would be a faster alternative for your online work, and contacted TM last month requesting for a residential unifi service for your home.

When the confirming work-order arrived, you discovered that TM had set up your account as a business service. You called the service representative to change it to the lower residential rate. Consequently, your business service was disconnected, and it took TM two weeks to reconnect you. In addition, when the initial bill arrived, there was a RM150 charge for disconnecting the business service and another RM175 charge for reinstallation, with no credit for the two weeks of downtime. You have made several calls to the customer service department about this problem, both locally and at the company's headquarters in Kuala Lumpur. You even left a message on the customer feedback section of TM's homepage, yet none of these actions have resolved this situation.

Compose a persuasive letter to Mr. Ali Hussain, Chief Customer Experience of TM (Menara TM, Jalan Pantai Baharu, 50672 Kuala Lumpur) explaining your frustration with this billing problem and asking for immediate adjustment.

End of Paper